



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Grassroots Media LLC
146 Montgomery Avenue Suite 201
BALA CYNWYD, PA 19004

Contract # 4968731

Schedule Dates 09/08/21-09/13/21
Advertiser Terry McAuliffe for Governor of Virginia-D (14151)
Agency Grassroots Media LLC (19605)
Product POLITICAL CANDIDATE (ns) (1186)
Brand EST. 633 Week #8 (1611119)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 40/41/633
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Separation: 30

Date Entered 09/07/21
Last Modified 09/09/21
Entered By Alexa Schram
CO-OP No
External # 10941710
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$15,712.50
Net Total \$89,037.50
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Sep. 2021	111	\$104,750.00
Grand Total:	111	\$104,750.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/08/21-09/10/21	3	:30	5A- News-7News ON YOUR SIDE at 5AM				2	2	2			6	\$150.00	\$900.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 5A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	9/7/21
2.0	Normal Line / SPOT	09/08/21-09/10/21	3	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM				1	1	1			3	\$900.00	\$2,700.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 6P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/7/21
3.0	Normal Line / SPOT	09/08/21-09/10/21	3	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM				2	2	2			6	\$600.00	\$3,600.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 5P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/7/21
4.0	Normal Line / SPOT	09/08/21-09/10/21	3	:30	6:57P- 7P (EST)				1	1	1			3	\$3,500.00	\$10,500.00	Washington (WJLA)	WOLD NEWS ADJ Break (after)	9/7/21
5.0	Normal Line / SPOT	09/08/21-09/10/21	3	:30	6:27P- 6:30P (EST)				1	1	1			3	\$2,500.00	\$7,500.00	Washington (WJLA)	WOLD NEWS ADJ Break (before)	9/7/21
6.0	Normal Line / Access	09/08/21-09/10/21	3	:30	7:29:26P- Jeopardy				1	1	1			3	\$2,000.00	\$6,000.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	9/7/21

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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7.0	Normal Line / SPOT	09/08/21-09/10/21	3	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM				1	1	1			3	\$500.00	\$1,500.00	Washington (WJLA)	Daypart LN ABC 7 NEWS @ 11P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/7/21
8.0	Normal Line / SPOT	09/08/21-09/10/21	3	:30	11:35P- ABC-Jimmy Kimmel				2	2	2			6	\$300.00	\$1,800.00	Washington (WJLA)	Daypart LF JIMMY KIMMEL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PE	9/7/21
9.0	Normal Line / SPOT	09/08/21-09/10/21	3	:30	8A- ABC-Good Morning America				2	2	2			6	\$800.00	\$4,800.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 8A(Agency)-4Q21 (sell)	9/7/21
10.0	Normal Line / SPOT	09/08/21-09/10/21	3	:30	6:58A- ABC-Good Morning America				2	2	2			6	\$800.00	\$4,800.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 7A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON TH	9/7/21
11.0	Normal Line / SPOT	09/08/21-09/10/21	3	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM				2	2	2			6	\$525.00	\$3,150.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 6A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	9/7/21

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12.0	Normal Line / SPOT	09/08/21-09/10/21	3	:30	10:58:25A- ABC-The View				2	2	2			6	\$525.00	\$3,150.00	Washington (WJLA)	Daypart DT THE VIEW(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	9/7/21
13.0	Normal Line / SPOT	09/08/21-09/10/21	3	:30	2P- ABC-General Hospital				2	2	2			6	\$400.00	\$2,400.00	Washington (WJLA)	Daypart DT GENERAL HOSPITAL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/7/21
14.0	Normal Line / SPOT	09/08/21-09/10/21	3	:30	11:59:56A- News-7News ON YOUR SIDE at Noon				2	2	2			6	\$400.00	\$2,400.00	Washington (WJLA)	Daypart DT ABC 7 NEWS @ NOON(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTU	9/7/21
15.0	Normal Line / SPOT	09/08/21-09/10/21	3	:30	9A- Live with Kelly				2	2	2			6	\$300.00	\$1,800.00	Washington (WJLA)	Daypart DT LIVE W/ KELLY & RYAN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON T	9/7/21
16.0	Normal Line / SPOT	09/08/21-09/10/21	3	:30	3:59:27P- News-7News ON YOUR SIDE at 4PM				2	2	2			6	\$400.00	\$2,400.00	Washington (WJLA)	Daypart EF ABC 7 NEWS @ 4P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/7/21

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17.0	Normal Line / SPOT	09/11/21-09/11/21	3	:30	7:30P- Jeopardy Wknd							1			\$900.00		Washington (WJLA)	Daypart PA JEOPARDY-WKND(Agency) -4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL P	9/7/21
17.0.1	Preempt	09/11/21															Washington (WJLA)	Program Change/Exception - College Footbal Late	
18.0	Normal Line / SPOT	09/11/21-09/11/21	3	:30	7P- Wheel Of Fortune Wknd							1			\$700.00		Washington (WJLA)	Daypart PA WHEEL OF FORTUNE- WKND(Agency) -4Q21 (sell) - ESTIMATE IS BASED ON THE	9/7/21
18.0.1	Preempt	09/11/21															Washington (WJLA)	Program Change/Exception - College Footbal Late	
19.0	Normal Line / SPOT	09/11/21-09/11/21	3	:30	11P- 12A (EST)							1			\$250.00		Washington (WJLA)	Daypart LN ABC7 NEWS @ 11P SAT/NEWS WEEKL(Agency)-4Q21 (sell) - ESTIMATE IS BASE	9/7/21
19.0.1	Preempt	09/11/21															Washington (WJLA)	Pre-empt/Spot -	

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20.0	Normal Line / SPOT	09/12/21-09/12/21	3	:30	7:30A- News-7News ON YOUR SIDE Weekend at 730AM								1	1	\$100.00	\$100.00	Washington (WJLA)	Daypart WK GOOD MORNING WASHINGTON SUN(Agency)-4Q21 (sell) - ESTIMATE IS BASED O	9/7/21
21.0	Revised Line / SPOT	09/12/21-09/12/21	3	:30	7:58:40A- ABC-Good Morning America Sunday								1				Washington (WJLA)	Daypart WK GMA-SUN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORM	9/7/21
21.1	Normal Line / SPOT	09/12/21-09/12/21	2	:30	7:58:40A- ABC-Good Morning America Sunday								1	1	\$450.00	\$450.00	Washington (WJLA)	Daypart WK GMA-SUN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFORM	9/9/21
22.0	Normal Line / SPOT	09/11/21-09/11/21	3	:30	8A- News-7News ON YOUR SIDE Weekend at 8AM							2			\$325.00		Washington (WJLA)	Daypart WK GMW SAT 8-9A(Agency)-4Q21 (sell)	9/7/21
22.0.1	Preempt	09/11/21															Washington (WJLA)	Program Change/Exception - ABC-News Special 9/11 Twenty Years Later: America Rem	

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22.0.2	Preempt	09/11/21															Washington (WJLA)	Program Change/Exception - ABC-News Special 9/11 Twenty Years Later: America Rem	
23.0	Normal Line / SPOT	09/12/21-09/12/21	3	:30	9A- ABC-This Week								1	1	\$25,000.00	\$25,000.00	Washington (WJLA)	Daypart WK THIS WEEK(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFO	9/7/21
24.0	Normal Line / SPOT	09/11/21-09/11/21	3	:30	7A- ABC-Good Morning America Saturday							1			\$400.00		Washington (WJLA)	Daypart RT GMA-SATURDAY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PE	9/7/21
24.0.1	Preempt	09/11/21															Washington (WJLA)	Pre-empt/Spot -	
25.0	Normal Line / SPOT	09/13/21-09/13/21	3	:30	5A- News-7News ON YOUR SIDE at 5AM		2							2	\$150.00	\$300.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 5A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	9/7/21
26.0	Normal Line / SPOT	09/13/21-09/13/21	3	:30	8A- ABC-Good Morning America		2							2	\$800.00	\$1,600.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 8A(Agency)-4Q21 (sell)	9/7/21

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28.0	Normal Line / SPOT	09/13/21-09/13/21	3	:30	5:58:15A- News-7News ON YOUR SIDE at 6AM		2							2	\$525.00	\$1,050.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 6A(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON	9/7/21
29.0	Normal Line / SPOT	09/13/21-09/13/21	3	:30	10:58:25A- ABC-The View		2							2	\$525.00	\$1,050.00	Washington (WJLA)	Daypart DT THE VIEW(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	9/7/21
30.0	Normal Line / SPOT	09/13/21-09/13/21	3	:30	2P- ABC-General Hospital		2							2	\$400.00	\$800.00	Washington (WJLA)	Daypart DT GENERAL HOSPITAL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/7/21
31.0	Revised Line / SPOT	09/13/21-09/13/21	3	:30	11:59:56A- News-7News ON YOUR SIDE at Noon		2										Washington (WJLA)	Daypart DT ABC 7 NEWS @ NOON(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTU	9/7/21

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31.1	Normal Line / SPOT	09/13/21-09/13/21	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon		2							2	\$400.00	\$800.00	Washington (WJLA)	Daypart DT ABC 7 NEWS @ NOON(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTU	9/9/21
32.0	Normal Line / SPOT	09/13/21-09/13/21	3	:30	9A- Live with Kelly		2							2	\$300.00	\$600.00	Washington (WJLA)	Daypart DT LIVE W/ KELLY & RYAN(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON T	9/7/21
33.0	Normal Line / SPOT	09/13/21-09/13/21	3	:30	3:59:27P- News-7News ON YOUR SIDE at 4PM		2							2	\$400.00	\$800.00	Washington (WJLA)	Daypart EF ABC 7 NEWS @ 4P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/7/21
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34.1	Normal Line / SPOT	09/13/21-09/13/21	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM		1							1	\$900.00	\$900.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 6P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/9/21

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Advertiser Terry McAuliffe for Governor of Virginia-D (14151)
Agency Grassroots Media LLC (19605)
Product POLITICAL CANDIDATE (ns) (1186)
Brand EST. 633 Week #8 (1611119)
Salesperson HOUSE-WASHINGTON, WJLA/GJLA/EJLA (3869)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 40/41/633
Account Types Local/Political Candidate Agency BRD
Billing Type Weekly/Irregular
Comments Separation: 30

Date Entered 09/07/21
Last Modified 09/09/21
Entered By Alexa Schram
CO-OP No
External # 10941710
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$15,712.50
Net Total \$89,037.50
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Sep. 2021	111	\$104,750.00
Grand Total:	111	\$104,750.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
35.0	Revised Line / SPOT	09/13/21-09/13/21	3	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM		2										Washington (WJLA)	Daypart EN ABC 7 NEWS @ 5P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/7/21
35.1	Normal Line / SPOT	09/13/21-09/13/21	2	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM		2							2	\$600.00	\$1,200.00	Washington (WJLA)	Daypart EN ABC 7 NEWS @ 5P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL	9/9/21
36.0	Normal Line / SPOT	09/13/21-09/13/21	3	:30	6:57P- 7P (EST)		1							1	\$3,500.00	\$3,500.00	Washington (WJLA)	WOLD NEWS ADJ Break (after)	9/7/21
37.0	Normal Line / SPOT	09/13/21-09/13/21	3	:30	6:27P- 6:30P (EST)		1							1	\$2,500.00	\$2,500.00	Washington (WJLA)	WOLD NEWS ADJ Break (before)	9/7/21
38.0	Normal Line / Access	09/13/21-09/13/21	3	:30	7:29:26P- Jeopardy		1							1	\$2,000.00	\$2,000.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PERFOR	9/7/21
39.0	Normal Line / SPOT	09/13/21-09/13/21	3	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM		1							1	\$500.00	\$500.00	Washington (WJLA)	Daypart LN ABC 7 NEWS @ 11P(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUA	9/7/21

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Grassroots Media LLC
146 Montgomery Avenue Suite 201
BALA CYNWYD, PA 19004

Contract # 4968731

Schedule Dates 09/08/21-09/13/21
Advertiser Terry McAuliffe for Governor of Virginia-D (14151)
Agency Grassroots Media LLC (19605)
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40.0	Normal Line / SPOT	09/13/21-09/13/21	3	:30	11:35P- ABC-Jimmy Kimmel		2							2	\$300.00	\$600.00	Washington (WJLA)	Daypart LF JIMMY KIMMEL(Agency)-4Q21 (sell) - ESTIMATE IS BASED ON THE ACTUAL PE	9/7/21

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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